SONY

DSC-W730/P

Compact zoom digital camera

The amazingly easy-to-use camera that slips right in your pocket—with an 8x optical zoom, 16.1MP photos and beautifully-detailed HD videos. Pics stay clearer, even with shaky hands thanks to Optical SteadyShot™ image stabilization. Enhance your images with built-in effects that adjust skin tone and texture, or even whiten teeth.

Key Features

16.1 Megapixel Plus 8x Zoom

A powerful 16.1 megapixel CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 16.1 megapixels, you can create stunning, photo-quality prints up to A3+ (13x19") size, or crop your images and still come away with high resolution shots. The 8x zoom Carl Zeiss® Vario Tessar lens helps you get much closer to your subjects.

Optical SteadyShot™ image Stabilization with 2-way Active Mode

Sony's Active Mode image stabilization gives you the freedom to shoot movies even while walking or running. 2-way Active Mode corrects for both vertical and horizontal motion.

720p MP4 HD Movie Mode

In 720p MP4 movie mode the camera shoots 1280 x 720 high definition movies at 30 fps.[1] Create high quality movies with full use of optical zoom in files small enough to transfer to compatible PC or Mac® computer. Once transferred to your computer and connected to the internet, you can effortlessly upload your media to popular photo and video-sharing websites such as Photobucket® and YouTube™.

Creative shooting with Picture and Beauty effects

Picture Effect adds a new level of expression to photos, making ordinary landscapes and portraits come to life by heightening mood and emphasizing certain attributes.
Beauty Effects allows edits to skin tones, skin smoothing, shine removal, eye widening, and teeth whitening. Beauty Effects can be combined to further enhance the image.

Advanced Flash illuminates distant subjects

Advanced Flash allows you to shoot bright, beautifully lit photos. The built in flash reaches farther resulting in brighter subjects in dimly lit rooms or outdoors in the evening.

Intelligent Auto Mode

Unlike traditional auto mode, Intelligent Auto (iAuto) mode thinks for you, recognizing scenes, lighting conditions, faces, and adjusts settings resulting in clear images, faces with natural skin tone and less blur. Take advantage of all the technology without leaving Auto mode. Kids on the playground, landscape shots, a beautiful flower or an indoor birthday party; all result in clear images without leaving auto mode.

Sweep Panorama™ mode (up to 360°)

Reach beyond the traditional wide angle lens, and capture more breathtaking shots with Sweep Panorama™ mode. Simply press the shutter button and sweep the camera in the desired direction and the camera continuously shoots at a high speed, then seamlessly stitches the images together with automatic position adjustment to create one stunning panoramic image. Available in wide and up to 360° full circle, the camera can take a variety of panoramic shots. Now capturing wide landscapes is as easy as press and sweep.

Face Detection technology

Face Detection technology detects up to eight individual faces and adjusts focus, exposure, and white balance to help deliver crisp, properly lit images of family and friends.

Smile Shutter™ technology

Smile Shutter™ technology captures a smile the moment it happens. Simply press the Smile Shutter™ button and the camera does the rest. You can also select adult and child priority and indicate the degree of Smile Detection sensitivity. Intelligent Scene Recognition can now be used together with Smile Shutter™ mode when the Intelligent Auto mode is on. This means that beautiful smiles can be captured with settings optimized for the particular scene, even in difficult conditions such as twilight and backlighting.

2.7" (230K dots) Clear Photo™ LCD display

SONY

Generous 2.7" (230K dots) Clear Photo™ LCD display features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in bright sunlight.

Specifications

Camera	
Camera Type	Compact zoom digital camera

Imaging Sensor	
Imaging Sensor	1/2.3" Super HAD CCD Sensor
Processor	BIONZ®
Pixel Gross	16.4MP
Effective Picture Resolution	16.1MP
Color Filter System	RGB primary color mosaic filters

Recording	
Media Type	optional "Memory Stick Duo" (No movie recording), optional "Memory Stick PRO Duo" (Mark 2 only for movie recording), optional "Memory Stick PRO-HG Duo", optional SD Memory Card (Class 4 or higher), optional SDHC Memory Card (Class 4 or higher), optional SDXC Memory Card (Class 4 or higher)
Still Image Mode	JPEG
Still Image Max Effective Resolution	Approx. 16.1 Megapixels
Still Image Size 16:9	12M (4,608 x 2,592) / 2M (1,920 x 1,080)
Still Image Size 4:3	16M (4,608 x 3,456) / 10M (3,648 x 2,736) / 5M (2,592 x 1,944) / 4M (2,304 x 1,728) / VGA
Panorama Still Image Size	360 (11,520×1,080) / Wide (7,152 x 1,080 / 4,912 x 1,920) / Standard (4,912 x 1,080 / 3,424 x 1,920)
Video Format	MP4 (AVC/H.264)
Video Mode	MP4: 9M Fine (1,280×720/30fps) / 6M STD (1,280×720/30fps) / 3M VGA (640×480/30fps)
Audio Format	MP3
Microphone/Speaker	Mono / mono

Optics/Lens	
Lens Type	Carl Zeiss® Vario-Tessar®
Aperture	f 3.3 - 6.3
Optical Zoom	8x
Digital Zoom	32x
Smart Zoom® Technology	10M: Approx. 10x / 5M: Approx. 14x / VGA: Approx. 57x / 2M: (16:9) Approx. 19x
Focal Length (35mm equivalent)	Still 4:3: 25-200mm / Movie 4:3: 34-272mm (SteadyShot Standard) 34-381 (SteadyShot Active) / Still 16:9: 28-224mm / Movie 16:9: 28-224mm (SteadyShot Standard) 28-314mm (SteadyShot Active)
Lens Construction	8 elements in 7 groups (including 5 aspheric elements)
Minimum Focus Distance	iAuto: AF (W: Approx. 5cm (0.16 ft.) to Infinity, T: Approx. 150cm (4.92 ft.) to Infinity) / Program Auto: AF (W: Approx. 5cm (0.16 ft.) to Infinity, T: Approx. 150cm (4.92 ft.) to Infinity)
Steady Shot Mode:Active	Yes

LCD Display	
LCD Type	2.7" Clear Photo™ LCD (230K dots)
Brightness Control	5 (Bright) / 4 / 3 / 2 / 1 (Dark)
Grid Display	Yes (Off / On)

Focus Control	
AF Modes	Multi Point AF / Center Weighted AF / Spot AF / Tracking Focus / Face Tracking Focus
AF Illuminator	Auto / Off

Exposure System	
Metering Modes	Multi Pattern / Center Weighted / Spot

SONY

Exposure Compensation	Plus / Minus 2.0EV, 1 / 3EV step
Scene Mode(s)	High Sensitivity / Soft snap / Soft Skin / Landscape / Night Portrait / Night Scene / Gourmet / Beach / Snow / Fireworks / Pet mode
D-Range Optimizer	Standard / Plus / Off
ISO	Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent 1 (White Fluorescent Lighting) / Fluorescent 2 (Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash / One Push, One Push Set
Drive System	
Self-timer	Off / 10sec. / 2sec. / portrait1 / portrait2
Shutter Speeds	iAuto (2" - 1/1,600) / Program Auto (1" - 1/1,600)
Burst Mode	Approx 1 fps at 16.1MP (Maximum 100 shots)
Flash	
Flash Modes	Auto / Flash On / Slow Synchro / Flash Off / Advanced Flash
Flash Coverage	ISO Auto: Approx. 0.3m to 2.8m (11 7/8 in. to 9 ft. 2 1/4 in.)(W) / Approx. 1.5m to 2 m (4 ft. 11 1/8 in. to 6 ft. 6 3/4 in.)(T), ISO3200: up to Approx. 5.3 m (17 ft. 4 3/4 in.)(W) / Approx. 3.3 m (11 ft. 10 in.)(T)
Convenience Features	
Red-Eye Reduction	Auto / On / Off
Erase/Protect	Erase: Single / Select / Date / Folder, Protect: Single / Select / Date / Folder
Power Save Mode	Standard / Max / Off
Advanced Features	
Sweep Panorama	Sweep Panorama / Sweep Panorama (360)
Face Detection	8 Faces
Smile Shutter™ technology	Yes
Image Stabilization	Optical SteadyShot™ Image Stabilization with Active Mode
In-Camera Editing	Trimming / Unsharp Masking / Beauty Effect / Date view
Intelligent Auto	Yes
Shooting Tips	Yes
Tracking Focus	Off / Auto
Blink Detection	Yes
Priority Setting (for Face Detection)	(Auto / Off / Child Priority / Adult Priority)
Interface	
Memory Card Slot	MS Duo and SD/SDHC/SDXC compatible
SD Output	Composite
USB Port(s)	Multi (AV/USB), Hi-Speed USB (USB2.0)
Weights and Measurements	
Dimensions (Approx.)	W x H x D: 3 3/4" x 2 1/8" x 29/32" (93.1mm x 52.3mm x 22.5mm)
Weight (Approx.)	4.3 oz. (122g)
Weight(Approx) (Main unit only)	3.7 oz. (106g)
Power	
Battery Type	LITHIUM ION NP-BN 3.6V
Battery Capacity	typical: 2.3Wh (630mAh), minimum: 2.2Wh (600mAh)
Power Consumption (in Operation)	Approx. 1.2W
Power Requirements	AC 100V to 240V, 50/60 Hz, 70mAh
Accessories	
Supplied Accessories	Battery (NP-BN) AC Adaptor (AC-UB10) Multi USB Cable Wrist Strap Instruction Manual

1. Records in 29 minute segments

SONY